

## Asim Ali Nawaz

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*A hospitality professional with over 14 years of experience in Front Office, Revenue/Room Reservations & Groups/Events. An expert with Opera-PMS, Opera-S&C & Microsoft Office, have delivered successful results in Revenue/Reservations & Group Reservations.*

### WORK EXPERIENCE:

#### **Mercure Dubai Barsha Heights Hotel Suites & Apartments – TECOM Barsha Heights Dubai Accor Hotels**

October 2019 – November 2020

**Job Position: Assistant Revenue / Reservations Manager**

##### *Key Responsibilities:*

- Oversee revenue management and distribution strategy of the hotel and manage day to day yield operations including daily pick-up & pace analysis, strategy adjustments and reporting to Revenue Manager.
- Provide support for leisure and business travel sales managers, to determine effective and engaging rate offers.
- Manage and oversee strategy for all third party distribution channels.
- Analyse overall monthly hotel performance and provide summary report to Revenue Manager with suggestions to improve long term strategies.
- Oversee and audit the standards and operations of the reservations department and regularly check the input and the quality of data (segmentation, denials tracking, etc...) points.
- Assisting Revenue Manager for best practice standards to include: competitor analysis; environmental scanning; distribution yield management; business mix yield management; length of stay yield management; inventory availability by channel; pricing control and new pricing concepts.
- In collaboration with Revenue Manager and Director of Sales & Marketing, develop and execute pricing strategies and run tactical promotions to optimize revenue opportunities.
- Conduct weekly revenue meeting along with Revenue Manager to present the business performance, address key issues and recommend strategies to maximize revenues.
- Ensure daily communication between Reservations Team and Front Office regarding inventory, short-term sell strategies, sell out strategies.
- Assisting Revenue Manager to create annual revenue budget and present it to key stakeholders.
- Nominated as Manager of 02<sup>nd</sup> Quarter - 2020

#### **Grand Millennium Hotel – Business Bay Dubai Millennium Hotels & Resorts**

May 2019 – September 2019

**Job Position: Senior Executive Groups & Events**

##### *Key Responsibilities:*

- Directly support assigned Sales Managers by generating proposals, contracts and assisting in the monthly sales reports
- Review Rates, Groups, Deadlines & waiting lists
- Review Commission Reports for Groups & Events
- Negotiating the groups & events to generate business
- Making sure that all the activities related to any group & event go smoothly
- Integrate as an effective team player with Sales and all other departments in the hotel as required
- Provide a co-ordination and administrative service for the hotel sales team to assist with revenue generation of the hotel
- Making sure that all inquiries replied within 24 hours
- Be the contact between client/guest & hotel staff when required
- Team work & total co-operation between Sales Team & Revenue Team

- Co-ordinates with Front Office / Food & Beverage regarding Group / Event requirements.
- Ensure that Group Information Sheet / Banquet Event Order is raised within ample time prior to event containing all necessary information related to event.
- Meets and escorts arriving and departure groups.
- Co-ordinates and finalizes group requirements with the group leader and relays all information to the relevant departments
- Communicates any changes in on-going Event / in-house Group
- Prepares weekly and monthly event / group forecasts to ensure that Front Office and Food & Beverage are advised of events / group in advance and can plan accordingly.

**Millennium Plaza Hotel Dubai**

**Millennium Hotels & Resorts**

November 2014 – May 2019

***Job Position: Groups & Events Executive***

**Centro Barsha by Rotana**

**Rotana Hotel Management Corporation**

May 2014 – October 2014

***Job Position: Team Leader Reservations / Guest Services***

**Centro Sharjah by Rotana**

**Rotana Hotel Management Corporation**

June 2012 – April 2014

***Job Position: Guest Service Agent - Reservations***

**Serena Hotel, Faisalabad, Pakistan**

**Serena Hotels & Resorts**

August 2006 – June 2012

***Worked as;***

*Reservations Officer*

*Receptionist*

*Telephone Operator*

*Time Keeper*

**EDUCATION:**

**Bachelor of Science – Information Technology**

*Year: 2002 - 2005*

***Preston University, Kohat, Pakistan***

**SKILLS:**

- Opera PMS Version 5.0.2
- Opera Vision
- Microsoft Office
- EZRMS
- HR Management System – Oasys/E-Docs/ACT HRMS

***References available on request.***